Most Common Point Deductions in Product Development Team Activity
2024 Food Science CDE

1. **Statement of Identity on the Principal Display Panel.**
    a. Font must be ½ or greater the size of the largest font on the PDP (Source: FDA Food Labeling Guide)
    b. Must be oriented parallel with the bottom of the package and generally in the middle of the PDP.
2. **Writing a suitable Statement of Identity.**
    a. Only needed when the name of the product does not clearly describe its composition.
        i. Ex: “Vanilla Ice Cream” is a clear product name.
        ii. Ex: We know “Cheerios” is a cereal, but it’s a greeting in England. The statement of identity for it is “Toasted Whole Grain Oat Cereal”.
        iii. Should not just be a list of ingredients.
3. **Understanding of serving sizes vs. total amount in the package**
    a. Total weight of package should be at bottom of PDP
    b. Do not figure nutrition information on the entire package contents, just on a serving size.
4. **Putting standard and metric units at bottom of PDP**
    a. Weight: Ounces and grams
    b. Volume: Fluid ounces and milliliters
5. **Confusing the Principal Display Panel (PDP) with the Information Panel (IP)**
    a. PDP is the front of the package, containing brand name, product name, statement of identity, claims and graphics (if applicable), and contents in standard and metric units.
    b. IP is to the right side of the PDP (or back on thin packages) and contains the nutrition information, ingredients, allergens, and manufacturer information.
6. **Making the Package Sketch**
    a. Should show headings of major components of PDP and IP in relation to each other.
    b. Does not have to be colored.
7. **Allergens**
    a. List the major allergens (wheat, soy, milk, egg, peanuts, tree nuts, fish shellfish)
    b. Put “contains no allergens” to clarify that your product has no major allergens
8. **Calculations**
    a. Using the supplied list to take “per gram” values and calculating into values for weight of each ingredient.
    b. 1 ounce of weight = 28.35 grams
9. **Calculating Daily Values as a percentage**
    a. Formula: amount of nutritional component / daily value of component X 100
10. **Responses to Questions**
    a. Should use full sentences
    b. Should be very specific
    c. Should use all information provided in the scenario
    d. Make sure your students have an understanding of how food moves from the processor to the sale point
    e. Make sure your students know the type of equipment used to make the product